



PEFC Week 2018  
**NEWSLETTER**







# Welcome to PEFC Week!



As the PEFC alliance continues to grow, it is exciting to see how we are working together as a global team, collaborating and supporting each other: **moving forward together.**

Through regional initiatives focusing on improving joint activities to grow chain of custody certification and increase our certified forest area, to our more experienced members providing support and guidance to our younger members, we amplify our collective impact and strive towards our new vision of **a world which values the full contributions of sustainable forests.**

Together, we are unlocking new opportunities. With the inclusion of Trees outside Forests, our revised sustainable forest management standard is set to expand the impact and reach of PEFC certification, making it accessible to the millions of farmers and smallholders with trees on agricultural or settlement land. At the other end of the supply chain, we are collaborating with the fashion industry, promoting the innovative use of forest-fibres as a sustainable alternative to more traditional materials, such as cotton.

We remain **committed to unlocking and building on the full contribution of forests for a sustainable world** by driving innovation through our projects and partnerships. This year's Collaboration Fund supports projects developing technologies to help increase the efficiency and robustness of the certification process, as well as improving access to certification for smallholders. We have also created an online Technology and Innovation Platform to enable

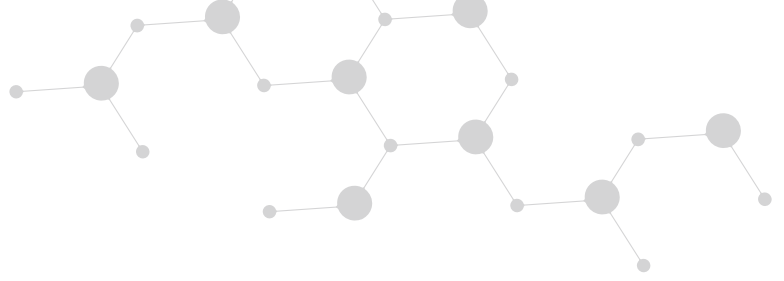
ongoing interaction between the PEFC alliance members, solution providers and other stakeholders interested in supporting and contributing to purposeful innovation.

Focusing on our roots, we are working hard to enable more small- and family forest owners to achieve PEFC certification. We are investing in activities and initiatives that support smallholder certification through focused engagement, innovation and capacity building. From Southeast Asia to the Balkans and Africa, we continue to carry out this vital work globally. We are also enhancing our communications effectiveness, enabling us to raise awareness and wider appreciation of the benefits, impacts and reach of sustainably managed forests throughout the supply chain and beyond.

I hope you enjoy this special PEFC Week newsletter, and that it gives you an insight on just some of the work undertaken by the PEFC alliance and our many partners and stakeholders around the world in support of delivering on our new strategy.

**Ben Gunneberg,**  
*CEO/Secretary General of PEFC International*





# PEFC Strategy 2018-2022

**Vision:** A world which values the full contributions of sustainable forests.

**Mission:** PEFC is committed to unlocking and building on the full contribution of forests for a sustainable world.



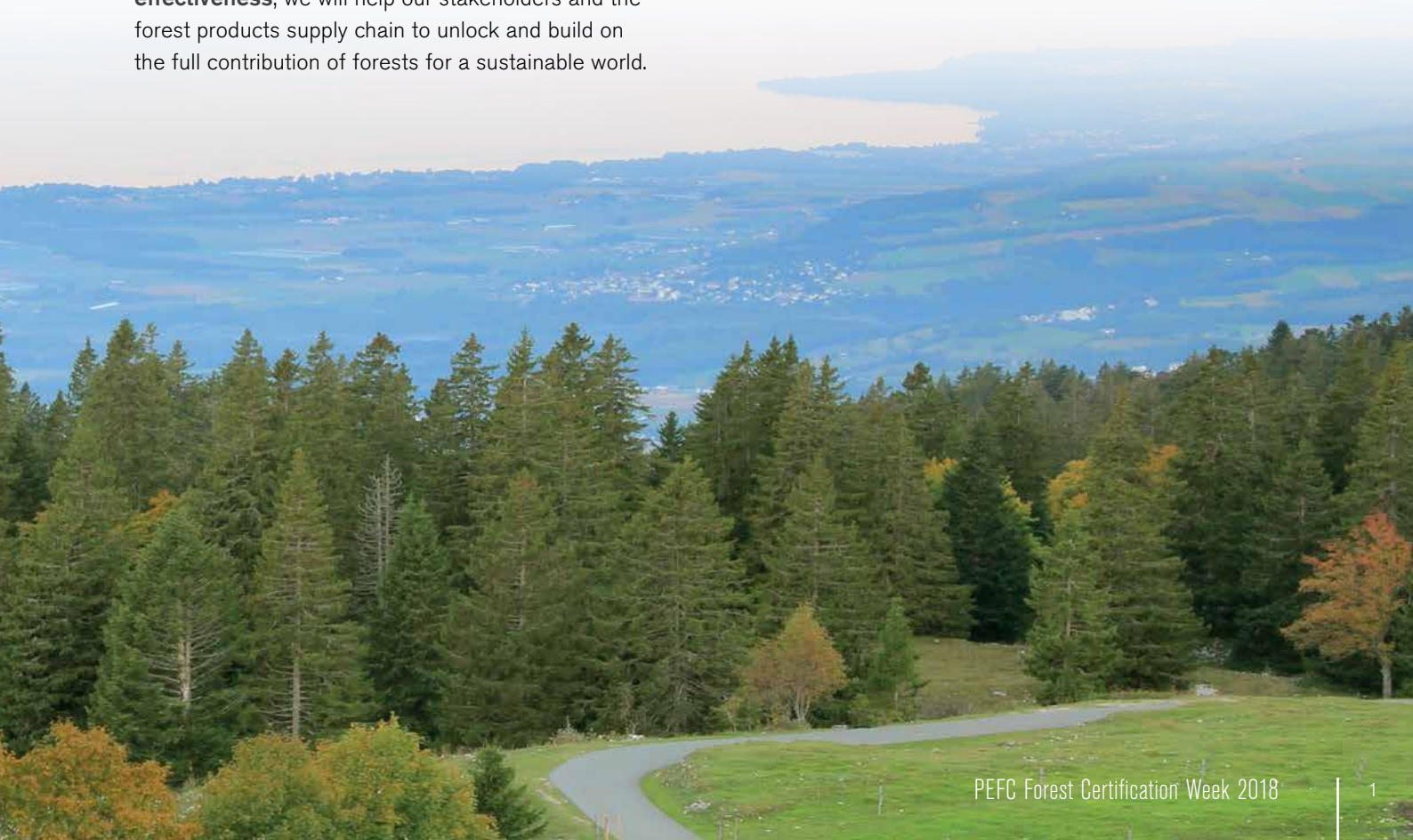
**Strategic Pathways:** By focusing our efforts on the key strategic pathways of **focused engagement**, **driving innovation** and **increasing communications effectiveness**, we will help our stakeholders and the forest products supply chain to unlock and build on the full contribution of forests for a sustainable world.

## About PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system. We were founded by small- and family forest owners to demonstrate excellence in sustainable forest management.

By working throughout the entire forest supply chain we promote good practice in the forest and ensure that timber and non-timber forest products are produced with respect for the highest ecological, social and ethical standards. Thanks to the PEFC label, customers and consumers are able to identify products from sustainably managed forests and make a positive choice by choosing them.

As an umbrella organization, PEFC endorses national forest certification systems developed through multi-stakeholder processes and tailored to local priorities and conditions.





# PEFC alliance: Moving forward together

PEFC is a global organization with local reach. We are a worldwide alliance that strives, through the commitment of national forest certification systems, NGOs, associations, companies and individuals, for a world that values the contribution of sustainable forests to our planet and our lives.

At the heart of our work is the endorsement of national forest certification systems. Our national members are responsible for running these systems in their country. In 2018, Republic of Korea, Macedonia and Romania achieved PEFC endorsement of their national systems, with several other members also making great progress.

Alongside our national members, we also have international stakeholder members: companies, organizations and associations with principles and objectives in line with our own. Together, we make up the PEFC alliance.

While forest certification is our core business, we do so much more: from developing innovative ways to engage the public and collaborating with partners to improve sustainable forest management, to unlocking new areas of certification. But most importantly, we do this work as a team, collaborating on activities and moving forward together.



## PEFC Spain, PEFC Italy, Sustainable Forestry Initiative (SFI) and PEFC International

collaborated with a range of partners, including the FAO and UNECE, to bring our Forests for Fashion Initiative to the halls of the United Nations headquarters in New York, as part of the High Level Political Forum on Sustainable Development.

**Macedonia** achieved PEFC endorsement of its national forest certification system.

*"Having a PEFC endorsed national system in Macedonia makes our dream about Macedonian forestry joining global initiatives for sustainable forest management come true. The same positive energy used in the development process will be transferred to the next steps – having the first PEFC-certified forest in Macedonia."*

Vladimir Stojanovski, Council for Sustainable Forest Management in the Republic of Macedonia



PAFC (Pan-African Forest Certification) is scaling up through a regional approach based on the collaboration of our PEFC members in **Cameroon, Congo** and **Gabon**, alongside our international stakeholder members **Olam International** and **ATIBT**.

Collaboration is at the centre of the South American Promotions Initiative, driven by our members in **Argentina, Brazil, Chile** and **Uruguay**. CERTFOR (Chile) held its second PEFC Sustainability Fair, bringing together representatives from the printing and packaging sector, government, research and international brands. In the days following the fair, all four members met for their annual regional meeting, sharing their local experiences and planning their joint marketing activities.



**Bulgaria, Ghana, India, Thailand** and **South Africa** all finalized their national forest certification systems and submitted them to PEFC for endorsement.



Cooperation among our Nordic members has always been strong. A great example from this year was **PEFC Denmark** lending **PEFC Norway** materials to enable them to participate for the first time in a building fair in Oslo. The materials included a stand that had a backing image provided by **PEFC Germany** – highlighting the fantastic support our members give each other globally.

**PEFC Slovakia**, in cooperation with the Trade Union WOOD FORESTS WATER, organized the first vocational college competition, aimed at teaching young people about health and safety at work. Students improved their knowledge of occupational health and safety, and tried out practical aspects of health protection, such as first aid.



**Romania** achieved PEFC endorsement of its national forest certification system.



**PEFC Finland** collaborated with the Outdoor Association of Finland to challenge everyone in the country to sleep outdoors for a night: with 43,000 Finns taking up the challenge. This event highlights people's rights to enjoy Finland's forests and nature.

**SGEC/PEFC Japan** organized a special conference in Tokyo to bring together the PEFC national members of the region in order to improve their coordination and grow the supply chain of PEFC-certified materials in the area.

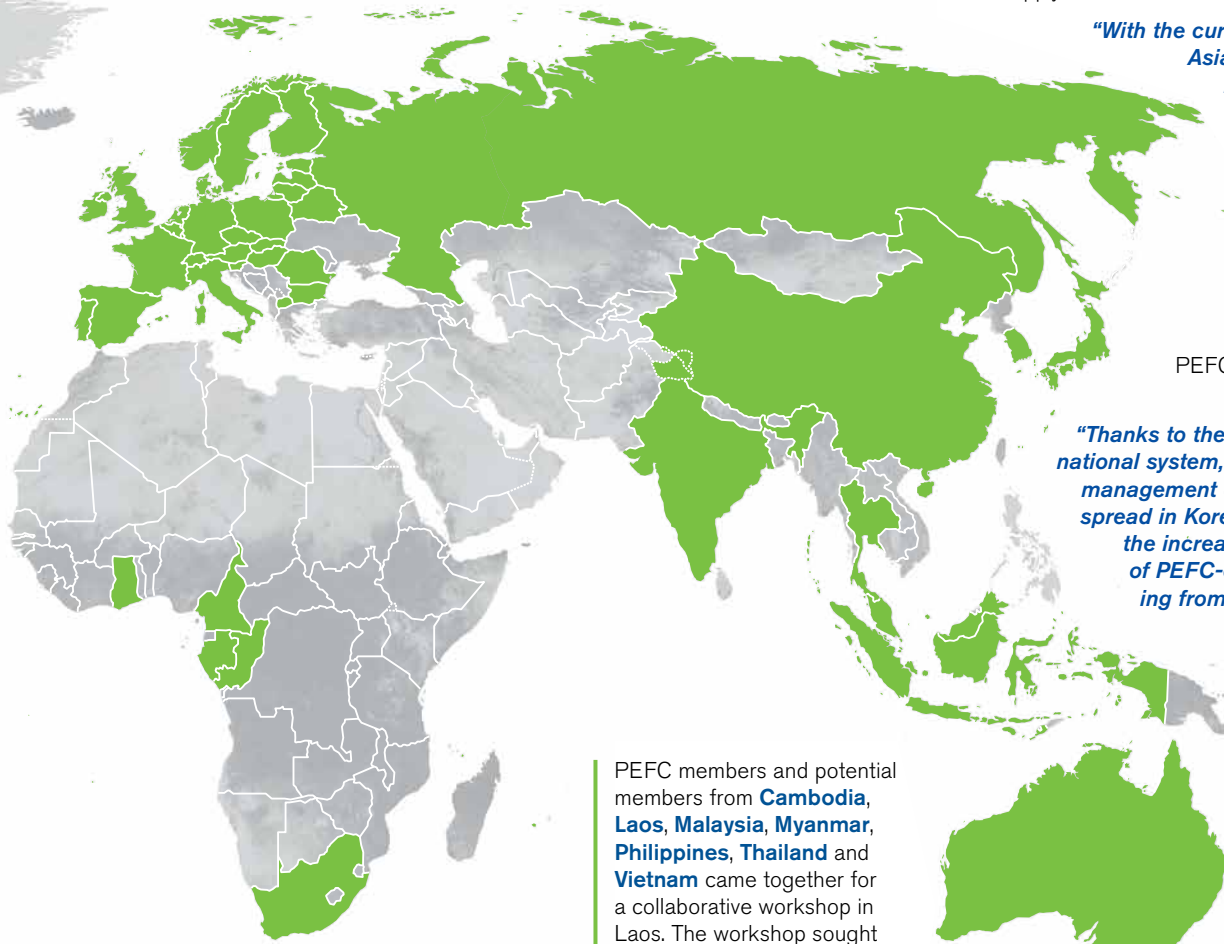
*"With the current growth of PEFC in the Asia region increasing rapidly, it is vital that our members work together in this way, helping to promote PEFC and forest certification throughout the region."*

Ben Gunneberg, CEO of PEFC International

**Republic of Korea** achieved PEFC endorsement of its national forest certification system.

*"Thanks to the PEFC endorsement of our national system, we expect the sustainable management of forests to become widespread in Korea. We also look forward to the increased production and export of PEFC-certified products originating from our sustainably managed, PEFC-certified forests."*

Gilbon Koo, Korea Forest Certification Council (KFCC)



PEFC members and potential members from **Cambodia, Laos, Malaysia, Myanmar, Philippines, Thailand** and **Vietnam** came together for a collaborative workshop in Laos. The workshop sought to strengthen the cooperation between the Southeast Asian members by sharing best practices, identifying potential areas for collaboration and discussing how to improve regional support.



The **Indonesian Forestry Certification Cooperation (IFCC)** and **PEFC International** provided extensive technical training to international stakeholder members in Southeast Asia to ensure their global sales and marketing teams from around the region were fully briefed on the essential features and benefits of PEFC.





# Revising our international standards

The development of international standards in support of promoting sustainable forest management worldwide is at the core of what we do. These standards form the basis of many of our activities, from endorsing national systems to providing certification solutions. Every one of our standards goes through a detailed and rigorous development process and we revise them on a regular basis. This process is consensus-driven, open and transparent, and involves all the relevant stakeholders.

PEFC has been undergoing a series of regular standards revision processes over the last few years. Since 2016, we have been revising several documents, a process that has involved the whole PEFC alliance, hundreds of experts and thousands of stakeholders.

## Progress so far



### **Sustainable Forest Management (ST 1003)**

Final draft, next step formal approval at the 2018 PEFC General Assembly.



### **Group Forest Management Certification (ST 1002)**

Final draft, next step formal approval at the 2018 PEFC General Assembly.



### **Endorsement of National Systems (GD 1007)**

Finalized and published, entered into force 1 November 2017.



### **Standard Setting (ST 1001)**

Finalized and published, entered into force 15 November 2017.



### **Chain of Custody of Forest Based Products (ST 2002)**

Working towards the enquiry draft, public consultation expected mid-2019.



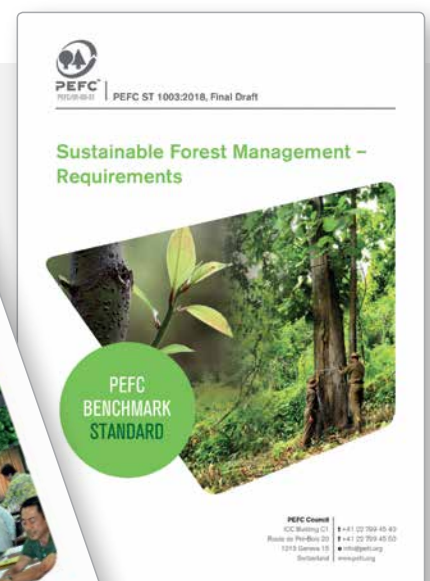
### **PEFC Logo Usage Rules (ST 2001)**

Working towards the enquiry draft, public consultation expected mid-2019.



### **Procedures for Forest Management Certification (ST 1004, new)**

Working towards the enquiry draft, public consultation expected first half of 2019.



Find out more:  
[treee.es/  
standardsrevision2018](http://treee.es/standardsrevision2018)



# Extending the impact of PEFC certification

The PEFC sustainable forest management benchmark lays out the international requirements for sustainable forest management, describing the criteria and indicators that are vital for the sustainable management of our forests. On the ground, this benchmark is the basis for the requirements that forest owners or managers must meet to achieve PEFC certification, making it one of our most important standards.

## What has changed?

For many stakeholders, especially smallholders, the most significant change is the inclusion of Trees outside Forests (TOF). This will make PEFC certification accessible to the millions of farmers that do not own or manage forests, but rather trees on agricultural or settlement land that are currently outside the scope of certification. TOF will also enable communities and cities to demonstrate their responsible management of urban trees and parks through PEFC certification.

We have expanded the social requirements, with greater inclusion of human rights, a stepwise approach to living wages (both migrant and local) and the promotion of gender equality. Working conditions must be regularly monitored and adapted as necessary, and employment policies must include equal opportunities and non-discrimination.

The revised document also includes a refined definition of ecologically important forest areas, supports climate positive practices and strictly limits the reforestation or afforestation of ecologically important non-forest areas.

## Sustainable Development Goals

This new benchmark\* extends the impact of PEFC certification beyond forests and enhances its contribution to the United Nations Sustainable Development Goals (SDGs).

The inclusion of Trees outside Forests will help to increase income and productivity of agricultural land and agroforestry, especially in developing countries, reducing poverty (**SDG 1**) and hunger (**SDG 2**). It is also relevant for trees in cities and urban forests, with a positive impact on sustainable cities (**SDG 11**) and the well-being of urban populations (**SDG 3**).

Expanded social requirements will contribute towards decent work and economic growth (**SDG 8**), reduced inequalities (**SDG 10**) and gender equality (**SDG 5**). There are also enhanced provisions to safeguard the interests of indigenous peoples and the equitable sharing of benefits arising from the use of traditional and local knowledge (**SDG 2 & 4**).

The sharpened definition of ecologically important forest areas, references to the role of forests in providing ecosystem services, and the forbidding of reforestation or afforestation of ecologically important non-forest areas, all support life on land (**SDG 15**). While the climate positive practices support climate action (**SDG 13**).

*\*At the time of writing, the working group had approved the final draft of the revised benchmark standard and the PEFC General Assembly was expected to vote on its formal approval on 14 November 2018.*





# Enabling smallholders to certify their forests

Ensuring forest certification is accessible for small- and family forest owners is as much of a driving motivation for us now as it was back in 1999 when we were founded by smallholders. In many of the countries striving to establish or expand certified forest area, small landholdings represent a significant share of the forest resource. Through our Collaboration Fund and other PEFC initiatives, we invest in projects and activities that support smallholder certification through engagement, innovation and capacity building.



Community forestry plays an important role within **Nepal**, involving 40% of the population and accounting for over a quarter of the total forest area. However, a lack of knowledge, information and practice of sustainable forest management means the potential of forests to support these communities, help local businesses and create sustainable jobs, remains largely untapped. In an effort to expand the forestry sector in a sustainable manner, as well as to reform government policy toward sustainable development, we are supporting the country's stakeholders as they begin to develop its first national forest certification system.

Responsible for a quarter of the region's forest area, small- and family forest owners in the **Balkans** continue to strive towards forest certification. Building on the work we undertook with our partners over recent years, we are supporting a regional project led by **Connecting Natural Values and People Foundation** (CNVP) to make certification more accessible to the region's smallholders. Macedonia and Romania achieved endorsement of their national forest certification systems in 2018, while Bulgaria joined the PEFC alliance in the same year. In nearly all cases, smallholders are responsible for driving the forest certification development process in their country.

This is just a snapshot of some of our many projects and partnerships supporting the growth of forest certification around the world. We are also developing tools, such as certification for Trees outside Forests, which will enable smallholders growing trees anywhere in the world to achieve certification and gain entry to international markets. In addition to improving access to certification and enabling stakeholders to develop national forest certification systems, we are also working with our partners to increase the area of sustainably managed forest and grow market demand for responsibly produced products.

## Partner with us!

Do you have an idea for a new approach or solution that could support the growth of sustainable forest management and its certification? This is the origin of many PEFC projects – start the conversation with us and let's see how we can collaborate around it!

Contact us at:  
[development@pefc.org](mailto:development@pefc.org)



The current models of forest certification in **South Africa** are unsuitable and unattainable for most of the country's smallholders. With a national forest certification system expected to achieve PEFC endorsement by the end of 2018, we are supporting a project by **NCT**

**Forestry** to enable the certification of these small-forest owners once the system is up and running. Staying in Africa, we are working with the **Soil Association** as they run a pilot project in **Kenya** for community development and empowerment of smallholders through sustainable forest management.







## Designing the future with sustainable timber

Across the world, the architecture community is embracing solid and engineered wood to deliver high profile, award winning projects and everyday designs - from houses, schools and hotels to restaurants, theatres, offices, supermarkets and swimming pools. A key focus for us in 2018, we brought together a range of stakeholders to help promote the use of certified wood in construction.

We teamed up with the **World Architecture Festival (WAF)** to make sure architects that have chosen to work with this fantastic material are recognized. We supported their **Best Use of Certified Timber Prize**, rewarding architects using certified timber in an innovative, educational or artistic manner, whilst demonstrating responsible sourcing. Projects from around the world entered the prize, with the shortlisted projects highlighting the huge diversity of timber in construction.

Several of our national members are also involved in this global campaign, enabling us to reach out to many more actors within the construction and architecture community and amplifying our impact. **PEFC France** was a partner of the Cime City de Bellastock Festival, introducing more than 500 architecture students to the role of nature and wood as a material.

**PEFC Germany** sponsored the Green Design category at the Golden Cubes 2018, while **PEFC Spain** participated to the international fair FIMMA-Maderalia, organizing a training course related to EU Timber Regulation (EUTR) requirements and good practices.

**PEFC UK** targeted the construction sector, highlighting the link between certified forests and sustainable construction. During a one-day field trip, delegates from across the sector saw responsible forest management in action, learning why chain of custody certification is important and how it adds value to timber destined for construction use.

### Why build with wood?

Using wood in construction is fantastic. It looks good, is easy to work with, is healthy for the people living and working within it and is great for our planet – it's the only building material that stores carbon dioxide (CO<sub>2</sub>), helping to mitigate the effects of climate change. But this is only if it comes from a sustainable source. Whether it is solid wood or engineered wood such as CLT and glulam, it is vital that it comes from a PEFC-certified, sustainably managed forest – a forest that will be around for generations to come.

Discover more:  
[treee.es/  
sustainableconstruction](http://treee.es/sustainableconstruction)

World  
Architecture  
Festival  
Amsterdam  
26 - 30 November 2018

**WAF AWARDS 2018**  
**Best Use of Certified  
Timber Prize**  
Sponsored by PEFC





## Unlocking new opportunities: Forests for Fashion

In partnership with UNECE (United Nations Economic Commission for Europe) and FAO (Food and Agriculture Organization), our Forests for Fashion initiative is linking forest-based materials from sustainably managed forests with the world of fashion, contributing to the fashion industry's objective to become sustainable. Through this partnership, we are dedicated to increasing the value of sustainably managed forests and unlocking new markets for responsibly sourced timber.

The challenge is clear: cotton is a water and pesticide intensive crop, while synthetic fibres are oil-based and energy intensive to produce. So how can we make clothing that has a better environmental footprint for our planet, uses significantly less water and is less harmful to the health of those who produce it? An important – and sustainable – part of the answer is in our forests.

New technologies mean we can use wood fibres to produce recyclable, renewable and biodegradable textiles, and use less water and energy in the process. The key sustainability element for such textiles is the source of origin: these fibres must originate from a sustainably managed forest – which is where PEFC certification comes in. In 2018, we worked with a range of partners to promote the use of PEFC-certified wood fibres within the fashion industry.

In July, we, alongside several of our members, were at the **United Nations High Level Political Forum (HLPF)** on Sustainable Development in New York, with an exhibit of stunning and innovative clothes made by young designers using forest-derived materials. The exhibit included a capsule collection by Spanish designer **María Lafuente** using the world's first PEFC-certified fabrics, produced by **Textil Santanderina**.

During the HLPF, we co-hosted a reception with high-profile speakers and guests, including UN officials, delegates, ambassadors and designers. Michelle Yeoh, actress and UNDP goodwill ambassador, who also joined the partnership, endorsed Forests for Fashion at the ministerial section and the reception.

We also promoted our 'forest solution' directly to fashion brands and retailers by being present at a variety of events such as the Copenhagen Fashion Summit and Première Vision Paris.

Discover more:  
[treee.es/forestsforfashion](https://treee.es/forestsforfashion)

## EXPERIENCE FORESTS, EXPERIENCE PEFC

A family enjoying the benefits that forests provide, a squirrel sniffing a flower, stunning landscapes and forests in the mist... The second edition of our *Experience Forests, Experience PEFC* photo contest brought us even more photos than last year – more than 12,000!



*Ruggero Alberti, Italy*

This year, photographers from around the world submitted their photos through Instagram, providing a stunning variety of images. Run by our national members in 16 countries, the best photos not only won a fantastic national prize (like a tree climbing session or a weekend for two in a tree-house hotel) but also entered the international contest, to compete for the 2018 PEFC Photographer of the Year Award.



**"We must protect forests and help them grow – for the lives of our children in this world."**

*Chaiwut Temyod, Thailand*





# Driving Innovation: the 2018 PEFC Collaboration Fund

The 2018 PEFC Collaboration Fund focused on projects that pioneer the application of technology and innovation within forest certification. The technologies these projects put forward will help increase the efficiency and robustness of the certification process, whilst also improving access to certification and our ability to respond to changes within forest ecosystems.

**PEFC Spain** and **Agresta S.Coop** will develop an online platform using satellite data to enhance the monitoring of group certification in the Galicia region of Spain. By making it easier to conduct audits and collect data, and thereby reducing costs, this system will make group certification more accessible to smallholders and more robust in implementation. Over time, the system could be rolled out globally and new functionalities integrated.

**PEFC Italy**, **PEFC International** and **several other PEFC members** have come together to create an online platform that will provide certified companies and other stakeholders with a range of tools and materials to help them to take full advantage of the benefits that PEFC certification brings.

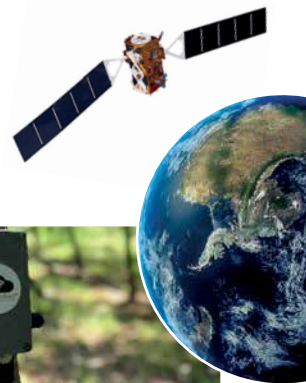
The **Euro-Mediterranean Center on Climate Change** (CMCC) and **PEFC Italy** will set up a small-scale monitoring network to trial the use of innovative 'Internet of Things' technologies to monitor tree growth and health. Increased monitoring should enable forest owners to respond faster to any changes within their forest, while also improving the certification process.

## PEFC Technology and Innovation Platform

Our new platform provides ongoing interaction between us, our members, solution providers and other stakeholders who are interested in supporting and contributing to purposeful innovation within forest certification.

Sign up: [treee.es/pefcplatform](https://treee.es/pefcplatform)

Find out more:  
[treee.es/  
collaborationfund2018](https://treee.es/collaborationfund2018)



*"For me, spending time in a forest has a meditative and deeply calming effect."*

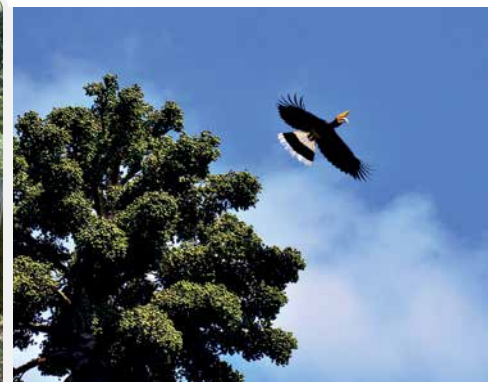
*Julian Rad, Austria*



With her beautiful image *'Digging Bamboo Shoots in Spring'* taken in Chiba Prefecture in eastern Japan, **Kyoko Harada** is our 2018 PEFC Photographer of the Year.



**Kyoko Harada**  
2018 PEFC  
Photographer  
of the Year



*"In nature, life is simply more beautiful."*

*Rendra Des Kurnia,  
Indonesia*





Find out more about PEFC:  
[www.pefc.org](http://www.pefc.org)



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